











**SAFeway**



Bel-air Premium Frozen

**Cream Pies**

**49<sup>c</sup>**

Chocolate, Coconut, Banana or Lemon.  
Just thaw and serve, 14-oz. each



**Pure Marmalade**

**79<sup>c</sup>**

Empress Pure Seville Orange  
Delicious on toast and in sandwiches.  
48-oz. fl. oz. tin

**Hooray for**

All Safeway Stores Closed Labor Day

**POTATO CHIPS** **49<sup>c</sup>**  
Lunch Box Crisp and Delicious, 9-oz. tri-Pak Box

**Corn Flakes** Kellogg's 12-oz. pkg. **2 for 47c**  
**Skim Milk** Lucerne Instant Powder, 8-lb. box **\$2.49**  
**Zippy Relishes** Hamburger, Hot Dog, Barbecue or Sweet, 12-oz. jar **29c**  
**Orange and Lemon Slices** Natty Club, 16-oz. pkg. **2 for 69c**  
**Cake Mixes** Betty Crocker, Assorted 18-oz. package **2 for 89c**  
**Shortening** Crisco-In the new color, 5-lb. full canister cans, 3 lbs. **\$1.19**  
**Toothpaste** Crest, Giant tube **67c**  
**Margarine** Solo, 1-lb. pkg. **4 for 89c**



**Chocolate Drink**  
Lucerne Bonus Quality

Delicious served hot or cold.  
Quart carton **26c**

**Fresh Milk**  
Lucerne Homogenized, Minimum 3.5% Butterfat.  
Half gallon carton **47c**

**Whipping Cream** Lucerne, Extra rich and delicious, 1/2 pint carton **38c**

**Cottage Cheese** Lucerne Creamed, Pasteurized, Regular or Farmer style, 16-oz. carton **25c**



**Sandwich Loaf**  
Skylark Fresh White or Brown. Thin sliced.

16-oz. loaf **2 for 41c**  
32-oz. loaf **39c**

**French Bread** Skylark Fresh. Ideal Barbecue bread... foil wrapped, 16-oz. loaf **25c**

**Fruit Rings** Cook Book... By Toast Master. Ideal to have along on your picnic special. Each **99c**

**Peanut Butter** EMPRESS Pure Homogenized Regular or Chunk Style, 48-fl. oz. tin **79c**  
**Fruit Cocktail** HUNT'S Choice, 15-oz. tin **4 for \$1**

**Luncheon Meat** BURNS' SPORK, 12-oz. tin **2 for 79c**

**Pink Salmon** PINK SEAL Fancy 7 1/2-oz. tin **2 for 59c** 15 1/2-oz. tin **57c**

**Lido Biscuits** Handy to have along on your weekend picnic 1 1/2-lb. pkg. **49c**

**Edwards Coffee** Vacuum Packed, 1-lb. tin **79c** 1-lb. tin **\$1.55**

**Seamless Nylons** **49<sup>c</sup>**  
Confessa Beigelone or Coffee, Sizes 9 to 11. Pair

**PURITAN**

**Wieners and Beans** — 15-oz. tin  
**Beef Stew** — 15-oz. tin.  
**Chili Con Carne** Hot or Mild, 15-oz. tin.

**YOUR CHOICE** **2 for 69c**

**FRUIT CORDIALS** EMPRESS Assorted Fruit flavors, 33-oz. bottle **69c**

**Chocolate Ceelonos** DAD'S, 10-oz. pkg. **2 for 65c**

**HUNT'S**  
**Tomato Catsup** — 11-oz. bottle.  
**Tomato Sauce** — 15-oz. tin.  
**Whole Tomatoes** — 15-oz. tin.  
**Stewed Tomatoes** — 15-oz. tin.  
**YOUR CHOICE**  
**2 for 43c**



**Local Fresh Corn — on the — Cob**  
Plump well-filled.  
Golden kernels.  
Serve hot with salt and plenty of butter. **Doz. 49<sup>c</sup>**

**Fresh 3V Peaches**  
**Navel Oranges**

OKANAGAN, famous for their preserving qualities  
Approx. 17-lb. case **\$2.39**

Fresh OUTSPAN, sweet and juicy  
Buy lots this weekend **7 lbs. \$1.00**

**PRUNE PLUMS**  
OKANAGAN For Approx. **\$1.99**  
tasty Fresh eating 16-lb. case  
Jams, sauce

**New POTATOES**  
LOCAL In shopping bag **10 lbs. 39c**

**Watermelon**

Imported Red-ripe, Crisp. Sweet and juicy.  
**Whole . . ea. 69<sup>c</sup>**  
**Cut . . lb. 7<sup>c</sup>**





SAFeway



# Labor Day!

Buy Ahead for a Fun-Filled Weekend

## TOMATO JUICE

Heinz Fancy Quality  
Serve chilled, 48-oz. tins

3 for 89¢

## Instant Coffee

AIRWAY. All pure coffee ...  
and so delicious.  
Special offer 12-oz. jar

\$1.39

## Green Peas

TOWN HOUSE.  
Fancy size 4.  
15-oz. tin

4 for 69¢

## Salad Dressing

PIEDMONT. For tastier  
Salads and Sandwiches.  
32-oz. jar

49¢

## Fruit Drinks

EMPRESS. Apple,  
Grape, or Orange.  
48-oz. tin

3 for 89¢

## Mild Cheese

SAFEWAY  
Ontario Cheddar.  
Random Cuts, lb.

67¢

## Manor House Frozen Fresh

# Frying Chicken

The Freshest Tasting Chicken You Ever Ate

Government Inspected. Enjoy a  
barbecued chicken this weekend

Whole—Average 2½ to 3 lbs. Grade A lb. 33¢

Manor House Frozen Fresh

## Roasting Chickens

Fully-Grown, Ready to Stuff and Roast

Ave. 2½ to  
3 lbs.  
GRADE

A lb. 49¢

Average 5 to  
6 lbs.  
GRADE

A lb. 59¢

## Cut-Up Fryers

Manor House Frozen Fresh  
Cut-up in easy to use portions.  
Ave. 2½ to 3 lbs. Lb.

39¢

Split Fryers 39¢

Manor House Frozen Fresh  
Two full halves, lb.

## SUPERB BONELESS BEEF

Shoulder Roast	Boneless, Canada Choice, Canada, Good,	79¢
Pot Roast	Boned and rolled Plate Brisket, Canada Choice,	55¢
Cross Rib Roast	Boneless, Canada Choice,	82¢
Tenderized Steaks	Canada Good, lb.	99¢

Prices Effective:  
Sept. 2-3-4-5  
In VictoriaWe Reserve the  
Right to  
Limit Quantities

## Turkeys

Frozen and Limited  
Supplies of Fresh.  
Approx. 6-10 lbs.  
Oven-Ready, Grade

A lb. 45¢

## Wieners

Bulk, lb.

29¢

## HOT DOG BUNS or HAMBURGER BUNS

Skylark Fresh.  
Pkg. of 12

29¢

BEEF LIVER	Sliced, lb.	49¢
CALVES LIVER	Sliced, lb.	89¢
SMOKED SLICED BEEF and SLICED CORNED BEEF		
Bell Bag, 2-oz.		4 for 99¢
Ranch Hand		
BEEF STEAKETTES	Ranch Hand, Freezer Pack, 12 2-oz. pkgs.	99¢
RAINBOW TROUT	Captain's Choice, Frozen, 10-oz. pkg.	55¢
SMOKED BLACK COD	Chunks, lb.	65¢
Fresh Bologna	MAPLE LEAF. By the Piece, lb.	29¢
Cottage Rolls	MAPLE LEAF. Smoked Cryovac ½ lb.	69¢
Side Bacon	NORTH STAR. Sliced, lb. package	69¢
Ducklings	LONG ISLAND. Fully grown, Grade A	59¢



SAFEWAY

CANADA SAFEWAY LIMITED











James Bond  
BY IAN FLINCH  
DRAWING BY JOHN McLELLAN



ARCHIE



JUDGE PARKER



BLONDIE



RIP KIRBY



LIL ABNER



REX MORGAN



HI & LOIS



POGO



CANADIENS



Garden Notes

Solomon's Seal

By M. V. CHESNUT, FRHS

In the garden of one of my good neighbours there is a flight of four or five stone steps leading to a lower lawn. Alongside these steps there is a sloping bank facing north and overhanging with tree branches—the kind of spot which poses a real challenge to any gardener.

For most folks, such a heavily shaded spot would produce nothing but a few ferns and a horde of voracious mosquitos, and I am filled with admiration for the way my friend manages to keep this dark little rock garden filled with subjects of interest. I've seen water-lily tulips flourishing there in the spring, but what took my eye especially was a massed planting of a very old plant called Solomon's Seal.

Although the book says this is supposed to be a plant native to the British Isles, I can remember picking quantities of these unassuming but intriguing sprays of tiny bell-like flowers when I was a boy living on the eastern outskirts of Toronto, where it flourished in the shade of birch, beech and maple woodlands. It seems to be perfectly at home in our climate.

You don't see Solomon's Seal much in gardens today, which is rather a shame, for the plant possesses individuality and a certain charm of foliage, in addition to its ability to grow and increase in sunless locations. The arching stems grow to about two feet tall, bearing a ladder-like arrangement of glossy, bright elliptical leaves all turned the same way, while dangling from the stem are small clusters of little bell-shaped white flowers tipped with green. These stems, with their delicate flowers and the architectural form of the foliage, are the answer to the flower arranger's dream, and if only the plant were more plentiful hereabouts, I am sure it would be widely used to provide accent and contrast in formal arrangements.

The proper name of Solomon's Seal is *Polygonatum officinale*—*Polygonatum* meaning "many jointed," and *officinale* referring to the fact that the plant was at one time used in medicine. John Gerard, in his famous "Herbal" written in the year 1595, had this to say about it:

"The roots of Solomon's Seale, crushed while it is fresh and greene and applied, taketh away in one night, or two at the most, any bruise or blacke and blew spots gotten by

women's wilfulness in stumbling upon their hasty husbands' fists, or such like."

Matthioli, another of the early herbalists, writes: "A water is drawne out of the rootes, wherewith the women of Italy use to scour their faces from sunburning, freckles, morpewh, or any such deformities of the skinne."

Other medical men of the 16th century used the crushed roots as a poultice to relieve the pain in newly-set dislocations.

The plant's popular name comes from the fact that when the roots are cut transversely, there appear certain markings which bear some resemblance to the impress of an official seal.

The best variety for garden use is *Polygonatum multiflorum*, a bit taller than the common kind, and altogether a more striking plant with larger flowers. For rock gardens there is a dwarf form, *P. falcatum*, growing only six inches tall, with bright green foliage and cream-colored tubular flowers delicately marked with green. Both of these demand a shaded spot and moist, woody soil.

Local Boy Makes Bad, or Homily on Rye

Plot Covers Everything

HOLLYWOOD (UPI)—I have this terrific idea for a late-night television movie.

It is set in a small town. The hero is a young man. Let us call him Andy. Andy is widely admired. He is popular in high school, always gets into funny mixups with pretty girls and is never seen in the company of poor people.

Andy's father is a judge. The judge is widely respected because he has white hair and is full of homilies.

One day, Andy's mother picks up an old family pistol, tells her husband, "I am sick and tired of your homilies," and shoots him dead. Andy decides to become a doctor so that he may save the lives of others.

He becomes an intern in a big city hospital. There he is named assistant to an old staff doctor. This doctor sneers at

keeping up with new medical developments; he says such things as "there's nothing really new under the sun."

But he is crotchety, smiles humanely and sticks to his ignorance with conviction, so he is loved and respected. Andy worships him.

He also falls in love with a nurse. The nurse's brother is mixed up with gangsters. One day he is shot. Andy is on the scene, but all he can remember are his father's proverbs and the doctor's charm. The brother dies. Andy decides to join up with the gangsters to get revenge.

The gang gives Andy a gun. During a stickup he shoots someone by accident. He likes it. He shoots a lot of other people, and soon he has a lavish gambling place with a lavish office.

One day in his office a society girl who is crazy about him tells him, "You are not to blame for the way you are. Society is to blame." He shoots her, too, on the spot.

With her dying breath, she says, "Here is the deed to my ranch out west. Go there and make a fresh start."

Andy goes. Soon after he gets there a young punk looking to make a reputation challenges him to a shoot-out. Andy drills him once, and twice more for good measure.

"That's the kind of man we need for our sheriff," say the townspeople. Andy is elected on the principle that if he is allowed to shoot all his enemies, there will be peace in the town.

The Little World of SHEILAH GRAHAM

Horror 'Gamble Pays

HOLLYWOOD (NANA) — Ann Sothern is making another fortune from her percentage of Lady in a Cage. Ditto for Olivia de Havilland. Both agreed on living expenses only while making the picture last year in Hollywood, with a fat percentage of the profits. The picture, which is quite dreadful, is a smash hit nevertheless. The gamble in horror has paid off. No wonder Olivia is most happy to take over the Joan Crawford role in Hush Hush, Sweet Charlotte, which is even more frightening than its forerunner, Whatever Happened to Baby Jane? This latter film will make Joan Crawford a hot million dollars, with Bette Davis, who needed it more, not far behind. Nonetheless I am quite sad to see

such former great stars of the Hollywood scene in such awful movies.

Someone was describing the success of the Beatles, here as elsewhere, as "organized hysteria." ... June Haver described her role in a Burke's Law TV segment, as "a screaming hag." Move over, Miss Crawford, Miss Davis and Miss de Havilland!

Peter Finch, so good in The Pumpkin Eater with Anne Bancroft, almost became a Buddhist priest as a young man. Peter went so far as to shave his head and wear the traditional robes. He has gone a long way from that way of life, with his wife now divorcing him, and the husband of singer Shirley Bassey naming him as co-respondent in his divorce suit against Shirley.

Positive Idea Negatives Pool

By JACK SMITH

After years of toying with the idea of putting in a swimming pool we've finally decided on a darkroom instead.

It was my son's idea, after I went in with him on the camera.

"Now that you've got all that money invested in a camera," he explained, "it's foolish not to have a darkroom."

"Why?" I asked. I had a sensation of sinking into one of those apparently sound equations of home economics that always cost me money.

"To develop and print your pictures," he said.

"It seems to me," I said, "that you can get your pictures developed and printed at every drug store."

He explained that if one is ever to be a good photographer he has to do his own darkroom work, learn the techniques.

"You can't take pictures with a \$200 camera," he said, "and have them developed in a drug store."

"It would be like wearing a mink stole to a picnic," my wife said.

"You keep out of this," I suggested. You have to be careful with a woman who can switch any subject into a mink stole.

"I can build it myself," he said.

That won me over. I like to encourage a youth when he's thinking in terms of building something, instead of wrecking it.

"Work out an estimate," I pool.

told him, "and we'll think it over."

Two nights later he was ready with the estimate. He had been working on it with his slide rule, the telephone, a mail order catalogue, his drafting tools and numerous trips here and there in the car.

He seemed nervous.

"Well," he said, "we should be able to get all the lumber we need for \$50."

I relaxed. After all, \$50 wasn't really too much to spend, to encourage a craftsman and protect a \$200 investment.

"Then there'll be the plumbing," he went on.

Yes, of course. The plumbing. Actually, I hadn't considered the plumbing, but of course there must be plumbing. We aren't savages.

And the electricity. I hadn't considered the electricity. I was thinking of a darkroom in a literal sense, I suppose. I had to laugh at myself a bit.

And the foundation work, of course. Concrete flooring, no less. Yes, one has to start with a solid foundation.

"All right," I said impatiently. "Forget the details. What's your overall estimate? How much will the thing cost?"

"It shouldn't be much more," he said evenly. "than \$300."

I felt my insides turning white. "That, of course," he added, "is less the enlarger."

Yes, of course. Less the enlarger.

As I say — there goes the pool.

Cliff Robertson's Shabby Tiger movie had to get another title because there was a Howard Spring novel of the name. When I was in London they were considering Spy for a Summer. We are in for a spate of spy pictures because of the success of The Spy Who Came in from the Cold.

Two young actresses in two TV series are expecting babies — Elinor Donahue in Many Happy Returns, and Abbey Dalton of the Joey Bishop show. And there is some frantic rewriting going on. ... Incidentally, the Alain Delon baby is arriving somewhat sooner than December. The happy mother is the former Nathalie Barthelmy. And the new heir or heiress will be born in Hollywood.

Jose Ferrer, having completed his Ship of Fools for Stanley Kramer, is off to New York to discuss a new play. ... And Vivien Leigh, from the same film, is off to London.

Now at EATON'S

"Golf-O-Tron"

Be One of the First to Try This New Game

Swing! Drive! Approach! Putt! On a beautiful, 18-hole championship golf course—ALL IN THE SPACE OF 300 SQUARE FEET! It's "Golf-O-Tron," the new electronic game that measures the speed and distance of your shot, projects the image of your ball onto a screen in relation to the fairway—it's just like playing outdoor golf!

Come, play "Golf-O-Tron" (no charge, of course) with local personality Fred Usher . . . who will be teeing off daily from 11 a.m. to 2 p.m. and 4:30 to 5:30 p.m. Monday to Saturday, and Thursday and Friday from 6:30 to 8:30.

EATON'S—Main Floor, Home Furnishings Building

# EATON'S



## EATON'S Egg Creme Shampoo

Light, fluffy textured lather helps banish loose dandruff, leaves hair soft and clean. A family favourite.

Reg. 1.00, Special, 16-oz. bottle 79¢  
Reg. 1.98, Special, 40-oz. bottle 1.59



## EATON'S Hair Set Spray

Delicately scented for soft-style setting. Holds hair neatly in place.

Reg. 89¢. Special, 10-oz. can

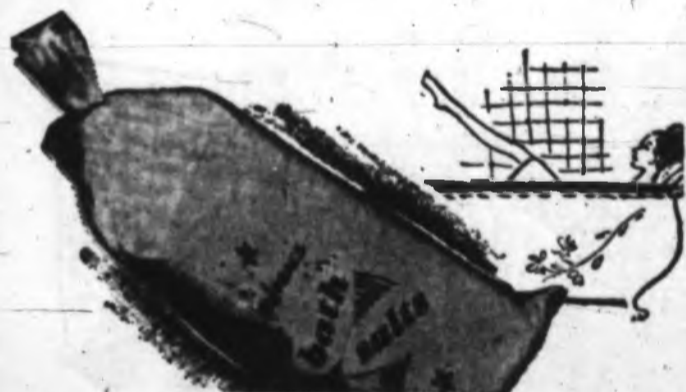
71¢



## EATON'S Cold Cream

A deep-cleansing, delicately scented cream for all types of skin. May also be used as an overnight cream. Reg. 1.10. Special, 14-oz. jar

88¢



## EATON'S Fragrant Bath Salts

A long-lasting supply in large plastic bag to help soften and scent the bath water and leave you feeling refreshed. Pine, Apple Blossom and Gardenia scents. Reg. 1.29. Special, 5-lb. bag

99¢



## EATON'S Skin Balm

To help protect hands from detergent dryness, chapping and roughness. Cooling, soothing. Reg. 1.00. Special, 16-oz. bottle 79¢

## EATON'S Roll-On Deodorant

A freshly scented semi-liquid in plastic container with swivel top that rolls evenly. No spilling, non-sticky. Reg. 79¢. Special, 1 1/2-oz. bottle 63¢  
2 bottles for 1.16

## EATON'S Hand Lotion

Creamy pink lotion. For relief of chapped hands and rough skin. Reg. 1.19. Special, 16-oz. bottle 89¢  
Reg. 2.39. Special, 40-oz. bottle 1.89

# FAMILY DRUG SALE



## Vitamin Senior

EATON'S capsules for the "40 Plus" age group. A formulation designed to supply 11 vitamins with significant minerals and to assist in maintaining good health and appetite.

Special, 250 in bottle, 7.15  
Special, 100 in bottle, 3.15

## "Vitaminor" Tablets

One tablet per day supplies you with 9 vitamins plus calcium phosphate and Brewer's yeast. Reg. 4.49. Special, 250 in bottle, 3.99  
Reg. 1.98. Special, 100 in bottle, 1.78

## Halibut Liver Oil

EATON'S easy-to-take capsule contains 5,000 units of vitamin "A" and 1,000 units of vitamin "D". Reg. 1.98. Special, 500 per bottle, 1.50

## Brewer's Yeast

EATON'S own tablets. Reg. 1.00. Special, 250 per bottle, 79¢  
Reg. 1.79. Special, 500 per bottle, 1.43

## Iron and Liver

With vitamin B compound — to help overcome iron deficiency anemia, assist appetite. Special, 100 per bottle, 1.59  
250 per bottle, 3.55

## Multiple Vitamins

Valuable source of essential vitamins. Usual dosage — one or two tablets per day. Reg. 2.95. Special, 250 per bottle, 2.19  
Reg. 1.79. Special, 100 per bottle, 1.39

## "Vitamin Minor"

Vitamins in palatable form for tots to teenagers. May be chewed or dissolved. Reg. 5.49. Special, 250 per bottle, 3.69  
Reg. 2.75. Special, 100 per bottle, 1.69

## Beef, Iron and Wine

Reg. 1.65. Special, 32-oz. bottle, 1.29

## More Special Values!

Stock up... buy now... and save! Use your EATON Account with NO DOWN PAYMENT!

Talcum Powder — In rose, lavender and violet scents. Reg. 55¢. Special, each 44¢  
Witch Hazel — 16-oz. bottle. Reg. 95¢. Special, each 76¢  
Lanolin — 8-oz. jar. Reg. 95¢. Special, each 76¢  
Glycerine and Rose-water — 8-oz. bottle. Special, each 59¢  
Insect "Mist o' Mint" — Spray — Reg. 1.25. Special, each 95¢

Foundation Cream — 4-oz. size. Reg. 59¢. Special, each 47¢  
Extract Malt and Cod Liver Oil — 3-lb. jar. Reg. 1.65. Special, each 1.39  
Cascara Tablets — Bottles of 250. Reg. 1.10. Special, each 89¢  
Nerve Tablets — Reg. 95¢. Special, bottle of 250, 79¢  
Reliance Hot Water Bottles — Reg. 1.79. Special, each 1.25

Starts Wednesday  
Continues Thursday and Friday



## V & M Tablets

Same formula as "Vitamin Senior" without the lipotropic factors. Special, 100 per bottle 2.99  
250 per bottle 7.15

## Saccharin

Grains 1/2, Reg. 98¢. Special, 1,000 per bottle 77¢  
Grains 1/2, Reg. 1.10. Special, 1,000 per bottle 88¢

## Cod Liver Oil

A natural source of vitamins "A" and "D". Reg. 1.79. Special, 200 in pkg., 1.43



## Vitamin and Mineral Capsules

A dietary supplement to supply essential vitamins and minerals. Reg. 4.50. Special, 250 per bottle 3.00. Reg. 1.98. Special, 100 per bottle, 1.59



## Antacid Tablets

Designed to reduce excess acidity and aid digestion. Reg. 2.59. Special, 100 per bottle, 2.17. Reg. 79¢. Special, 25 per bottle, 63¢



## EATON'S 900 Calorie Plan

Each can provides a blend of proteins, fats, carbohydrates, vitamins and minerals. Flavour: orange, chocolate, vanilla or butterscotch. Reg. 2.35. Special, 2 1/2-lb. tin, 1.88



## ASA Tablets

5-grain acetyl-salicylic acid... Helps relieve pain of headache, rheumatism. Reg. 98¢. Special, 500 per bottle, 75¢  
Reg. 1.79. Special, 1,000 per bottle, 1.39



## Tablets of Ascorbic Acid

Vitamin "C." 100 mg. tablets. Reg. 59¢. Special, 100 per bottle, 37¢  
Reg. 1.19. Special, 250 per bottle, 89¢



## Milk of Magnesia Tablets

Reg. 59¢. Special, 250 per bottle, 47¢  
Reg. 99¢. Special, 500 per bottle, 79¢  
Reg. 1.89. Special, 1,000 per bottle, 1.51



## EATON'S Mineral Oils

Clear, tasteless, medium type for constipation. Reg. 1.09. Special, 40-oz. bottle, 87¢



## EATON'S Air Freshener

"Sweet Pine" or "Lilac" freshener. Reg. 99¢. Special, 12-oz. spray container, 78¢



## EATON'S Moth Crystals

Paradichloro-benzene crystals that form a vapour to control moths and kill larvae. Reg. 1.00. Special, 2-lb. carton, 76¢



## EATON'S Health Salts

Effervescent with mild laxative action. Reg. 75¢. Special, 1-lb. tin 59¢

## EATON'S Tooth Paste

With anti-enzyme action to help discourage tooth decay acids. About 2 1/2-oz. tube. Reg. 45¢. Special, 2 tubes 56¢

## EATON'S Skin Tonic

After facial cleansing with cold cream apply skin tonic on a pad of cotton to wipe skin free of cream before applying new make-up. Reg. 1.00. Special, 16-oz. bottle 79¢

## Aerosol Shave Cream

EATON'S own shave cream with the ready-made lather. Reg. 89¢. Special, 12-oz. container 69¢

EATON'S Pharmacy Limited, Main Floor, Phone 382-7141

# EATON'S Fall Sale of FABRICS Continues Through Saturday

Hurry! Choose your favourite fabrics for fall from EATON'S outstanding sale selection!... Make a dress or skirt for school... evening wear... or sports clothes! You'll love the choice... and the special low prices! Remember, shop with ease and convenience at EATON'S... with your EATON Account and No Down Payment!

Shop for your Drugs by phone

Dial 382-7141

ask for the

ORDER LINE



*There's Bold New  
Dimension in Fall's*  
**TWEEDS**

It begins with the weave . . .  
thick and thin, ropey and lacey,  
looped and lovely. It carries through  
in the colour . . . two brights together  
or a dark' shooting through a brilliant  
shade. Bold . . . beautiful . . . **TWEEDS**  
for any hour of your busy day!

**A. Tweed Knit Bulky** in popular hand-knit look. Easy-fitting, raglan classic in multi colours of red, lime, tan, in sizes 36 to 40. **16.95**

**B. Wool Tweed Ensemble** in crisp black and white. Short-sleeved dress has box-pleated skirt and slim belt. Brief jacket has button front. Size 14. **79.95**

**C. Double Knit Tweed dress** has slim skirt and novelty belted jacket. Red and green on black, in sizes 12½ to 16½. **45.00**

**D. Irish Tweed Suit** in a lovely combination of muted colours. Boxy jacket has tie neckline and patch pockets . . . skirt is slim. Sizes 10 and 14. **59.50**

**E. Checked Tweed Suit** for the young sophisticate. Slim skirt is topped by deep-collared jacket with removable dicker. Sizes 5 to 13. **59.95**

**EATON'S—Floor of Fashion,**  
Phone 383-7111

**MORE**

**EATON'S** *fashions* . . . Now







Pierre Cardin of Paris combines black crepe with white mink trim in this cocktail outfit presented at his fall showing. The low neckline falls to an embroidered bodice. It is worn with a large black velvet hat.—(AP Wirephoto)

## Ann Landers



Dear Ann Landers: Maybe I can help that girl who doesn't know what to do about her boy friend's eyebrows. She was terribly distressed because his eyebrows grew together and it looked as if he had one long eyebrow instead of two.

My boy friend had the same problem, and this is what he did—had his head split right above the nose and it separated his eyebrows beautifully. The only problem now is that his brains keep falling into his eyes.

Honestly, Ann Landers, I used to think you were funny. Now I think you are nuts. With all the crushing problems you must receive from tortured people, you go and print one like THAT.—BROOKLYN.

Dear Brooklyn: Yes, I do deal with thousands of crushing problems but who wants to read a steady stream of crushing problems 365 days a year?

The eyebrow dilemma provided a change of pace. I appreciate such letters and I believe my readers do, too, and that's why I'm printing your response. Thank you.

Dear Ann Landers: I know you are a level-headed person and I need your advice. I've been through so much I can't think straight anymore.

We have been married 17 years, and have four children. Two years ago Barney moved out and went to live with a woman who is 10 years younger than I am. I knew he was seeing her and I couldn't stand the lip-stick-smearing handkerchiefs and the lies any longer. I told him to leave. He came home every Sunday and spent the day with the children. Usually he stayed through supper. They love him so much it is heartbreaking.

Last week he asked if he could come home for good. I said "Yes, if you are ready to settle down." He replied, "I would like to spend weekends with her and break off gradually."

I told him I'd think about it. Ann, my children need a father and I need a husband. Should I settle? —BATTLE SCARRED

Dear Scarred: If you agree to a shuttle service and a part-time husband you are inviting a full-time headache.

It's apparent your Rover Boy is losing interest in the other woman. Tell him when he is ready to come home, and behave like a husband and a father, you will be happy to have him, but so long as he wants to engage in extra-curricular activities he can keep his clothes in somebody else's closet.

Dear Ann Landers: School will be starting again soon. Our youngest child will be entering the fifth grade. The teacher has done things my husband and I considered appalling.

Our middle child was in Miss V.'s room two years ago. One day she gave every child in the class a tablespoon of patent medicine. When our child came home and told us about it we were furious. My husband begged me not to report the teacher to the principal for fear she might take it out on our youngster.

Another time, in an attempt to impress the students with the importance of safe driving, she showed the class some pieces of glass stained with blood. A member of her family had been involved in an accident. Our child came home ill.

What should we do—if anything?—VERMONT PARENTS

Dear Parents: If the patent medicine story is true and you did nothing about it there's something wrong with you—as well as the teacher.

That glass bit is positively gruesome. And you did nothing about THAT either? For heaven's sake, round up some other parents and go together to see the principal.

Visitors from London

Mr. and Mrs. Ernest Edmondson of Ickenham, London, England, and their daughter who attends the Haberdashers' School in London, are guests of Mr. and Mrs. George F. Stirling, 634 Michigan Street. When the visitors leave they will travel across the United States before returning to their home.

# American Males Like Direct Approach

By WOODROW WIESIG

NEW YORK — A scantily clad damsel, businessmen, used to think, was all you needed to capture the attention of a buying male and sell him a product.

If that ever were so — and there's considerable doubt — it certainly isn't true today. Men still respond to the scantily clad girl. But they now know that the association with a product is irrelevant. If it doesn't make them angry, it at least leaves them shrugging off the message — and the product.

Today, the male market totals some 57 million men over 18. By 1970, this market will reach 65 million. And advertising men now agree that these American males, for the most part, respond to a direct approach to them as masculine figures.

Tasted and buying patterns established in a man's early years — from 20 upwards — will continue, as well as expand and broaden as earning ability increases. Those advertisers who establish their products with the male market at an early age can pretty much expect continued brand loyalty.

Usually, women are branded as "whim" buyers, not so men. They usually have less time than women to shop. Most of them dislike the tedium — and time loss — of shopping. Men aren't bargain hunters, either. They look for demand and recognize quality, regardless of price.

This demand can sometimes revolutionize a market. When men discovered the Wilkinson Sword stainless-steel razor

blade, for example, they set up such a demand that Gillette, Schick and others had to bring out their own stainless blades.

In clothing men are demanding better styling. And this is important, for American men spend more than \$21 billion a year on clothes. Biggest clothes buyers, as you might expect, are young bachelors with more discretionary income at their disposal. This segment, incidentally, also accounts for most of the entertainment and liquor market.

The market for men's toiletries continues to grow, too. Now it is worth some \$50 million in consumer spending — and grows at the rate of 10 per cent to 15 per cent a year. Perhaps the biggest potential is in deodorants for men. Some marketers

believe this market alone could produce \$41 million annually — and that fully 40 per cent of this market has not even been touched.

Skin-care products for men are building fast. While sales at present seem small, some companies believe that within the next four years they can be selling \$20 million worth of male skin-care products every year.

The male consumer also represents a big segment of the gift market. Surveys show that men give \$20 million presents a year — about six or seven each.

Men spend an average of \$11.70 per gift — nearly twice that their wives do. Aside from Christmas, when 87 per cent of U.S. husbands buy gifts, the most popular gift times for male gift giving are: birthdays,

70 per cent; Mother's Day, 56 per cent; Valentine's Day, 42 per cent; and anniversaries, 41 per cent.

Only about 20 per cent of husbands give wedding presents during any given year. But husbands are the most willing to part with their money for anniversary presents — the average spending per gift is \$17.99.

Luxury items are most often bought for birthday presents — and are most apt to be some item of jewelry — watch, ring, bracelet.

On the other hand, men who are asked their preferences for gifts overwhelmingly — by 3 to 1 — pick some item of clothing. Their preferences run to shirts, suits, ties and socks. And what do they receive as

gifts? Shirts head the list with 66 per cent; ties are a close second at 65 per cent; socks rate 50 per cent and liquor 40 per cent. Golf equipment rates 30 per cent, more than double the next item of leisure equipment, fishing gear.

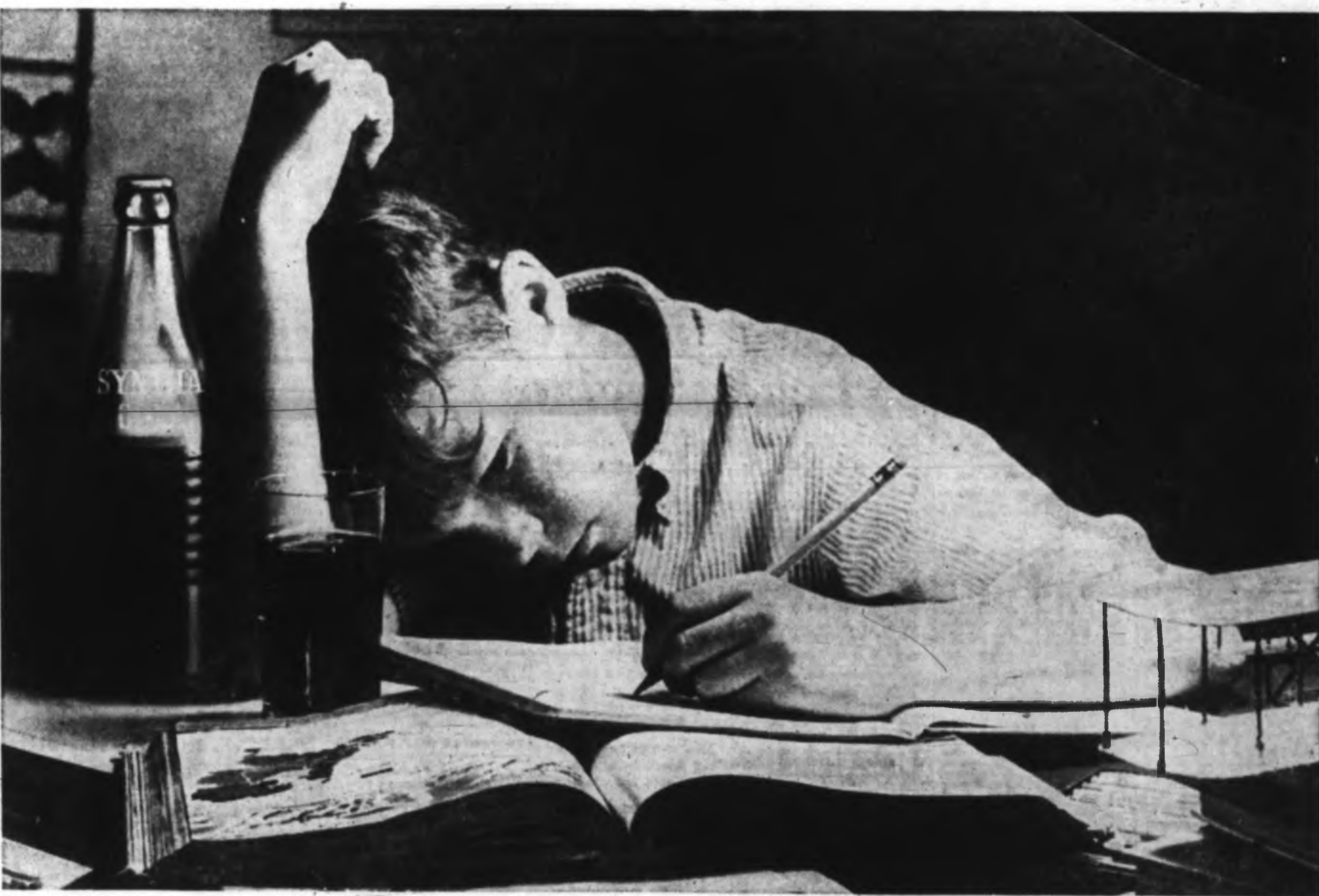
Hint for the future: More marketers are finding that they achieve astonishing results by appealing to the male market with a cultural approach.

## Clubs

ALUMNAE

Regular meeting of St. Joseph's Alumnae was held Sept. 1 in the Nurses' Residence. Plans for fall bridge and fashion show were discussed.

# How much "homework hustle" in that bottle of diet drink?



## Almost zero.

It shouldn't surprise you that the back of the bottle reads "calcium cyclamate—a non-nutritive artificial sweetener."

Artificial. Not real. That's just what the labels of those sugarless pop drinks say they contain.

Now let's see what sugar—*real sugar*—does. Zoosooooom. Sugar's got what it takes. Food energy. And that's just what you get in a *real* soft drink.

Calories? Count 'em—18 per teaspoon. Any normally active adult or youngster uses up sugar calories every minute.

Fact is, you need 'em. And you get 'em in a soft drink made with sugar. Something to go on. And to refresh you all the way down... with no aftertaste.

Next time you're tempted to pick up a diet drink, read what's on the bottle. You don't have to be a scientist to figure out that words like "non-nutritive" and "Artificial Sweeteners" will never do the job.

If somebody else wants to do it, let her boy soak up the synthetics. But for your rope-skipping, bike-riding, basket-shooting, homework-hustling youngster... doesn't sugar seem right for him?

## Note to Mothers

How much food energy does your child get from the synthetic sweetener in a bottle of diet soft drink? Exactly none. And how much food energy does he need? You tell us—and ask yourself if you're doing him a favour when you stock the refrigerator with no-sugar soft drinks. He'll drink them—his thirst craves anything that's cold and wet. But if you want him to have food energy he needs, you'll bring home the kind with sugar.

Final Clearance

FASHION JEWELRY

1/2 PRICE

ROSE'S LTD.

1917 DOUGLAS ST.

JEWELERS

Sugar's got what it takes

...18 calories per teaspoon—and it's all food energy

Sugar Information, Inc.-Canada

















# Trees Could Mark Birth of a Child

It may be possible to perpetuate your child's name by providing a tree for a city site if a Victoria Kiwanis Club plan is adopted by city council.

Members of the parks committee looked with favor on the plan Tuesday but ordered city manager Dennis Young to get more detail and report back.

Under the scheme, as presented by Dr. C. H. Borsman, parents of newborn children would be invited "for X dollars" to participate in the beautification of the city or surrounding municipalities by having a plaque embedded beside a newly-planted tree.

Major part of the money collected by the Kiwanis Club would be turned over to the city

or municipality to pay the cost of planting the tree. The city would maintain these trees.

The heavy bronze marker would be embedded in a concrete block near the tree.

Parks supervisor Herbert Warren saw a few snags.

To begin with the city's program for downtown tree planting was nearly fulfilled. Areas which still needed trees were those where there was the greatest likelihood of vandalism.

## \$20 A TREE

Also there was the matter of cost. It cost at least \$20 to plant a tree in a residential area and \$30 downtown, where pavement had to be broken and repaired.

Trees often died, were destroyed or, for other reasons, had to be removed.

Was there not an element of discrimination in this plan? asked Ald. A. W. Toone.

## MONEY FOR SMOKE

"It seems for me that this could develop into a 'keeping up with the Joneses' thing," he said. "Some parents could afford this and others could not."

Dr. Borsman did not think so. "This is a thing you meet in every phase of life," he said. "There seemed to be money for smokes and drink. Surely if parents really wanted to make the gesture the money could be found."

## Hudson's Bay Company.

INCORPORATED 27 MAY 1870.

Dial 385-1311 for courteous service  
Located on Douglas at Plagard

Shop 9 a.m. to 5:30 p.m.  
Thursdays and Fridays 9 'til 9



## Change your shoe color as easily as your nail polish with Lady Esquire Instant shoe polish

Now your accessory problems are over... You can wear your most comfortable shoes—and color them to suit your outfit, give them new life and beauty! No more worries about color matching—you can make them match—it's as easy as changing your nail polish. All you do is apply the shoe conditioner to clean away dirt, oil, old polish, then apply the color of your choice. Come on and try, it's fun, saves money.

Color, 1.25 Conditioner, \$1

### Choose from 29 basic and fashion colors—

Pale pink	Chamois	Lemon	Pink Geranium
Lilac	Blueine	Orange	Lacquer Red
Raspberry	Skipper Blue	Otter	White
Holiday Blue	Marine Blue	Prism Gold	Pewter Gray
Scarlet	Limelight	Gaucho	Black
Kelly Green	Greengage	Brick Red	Silver 1.50
Turquoise	Brean	Teak Brown	Gold 1.50
Bone			

Also pressurized patent spray—White, red, blue, yellow, pink, bone. 1.50

The BAY, notions, main



## Create new hairstyles with a Dynel fashion switch, in a ponytail, curled or braided look!

You'll love one: the marvellous things you can do with your hair when you do have one! Dynel switches can be shaped, dressed, curled just like your own hair... Have your hair stylist fashion it into a style for your most glamorous evenings, or fashion it yourself—it's so easy to handle... Complete range of colors from ash blond to black.

Curly ponytail, 10" long.	2.49
Long curly switch, 23" long.	2.49
Braided switch, 20" long.	3.49

The BAY, notions, main

## Cash's WOVEN NAME TAPES

Order now in the Bay's stationery department, main, for back-to-school requirements. Approximately four weeks delivery.

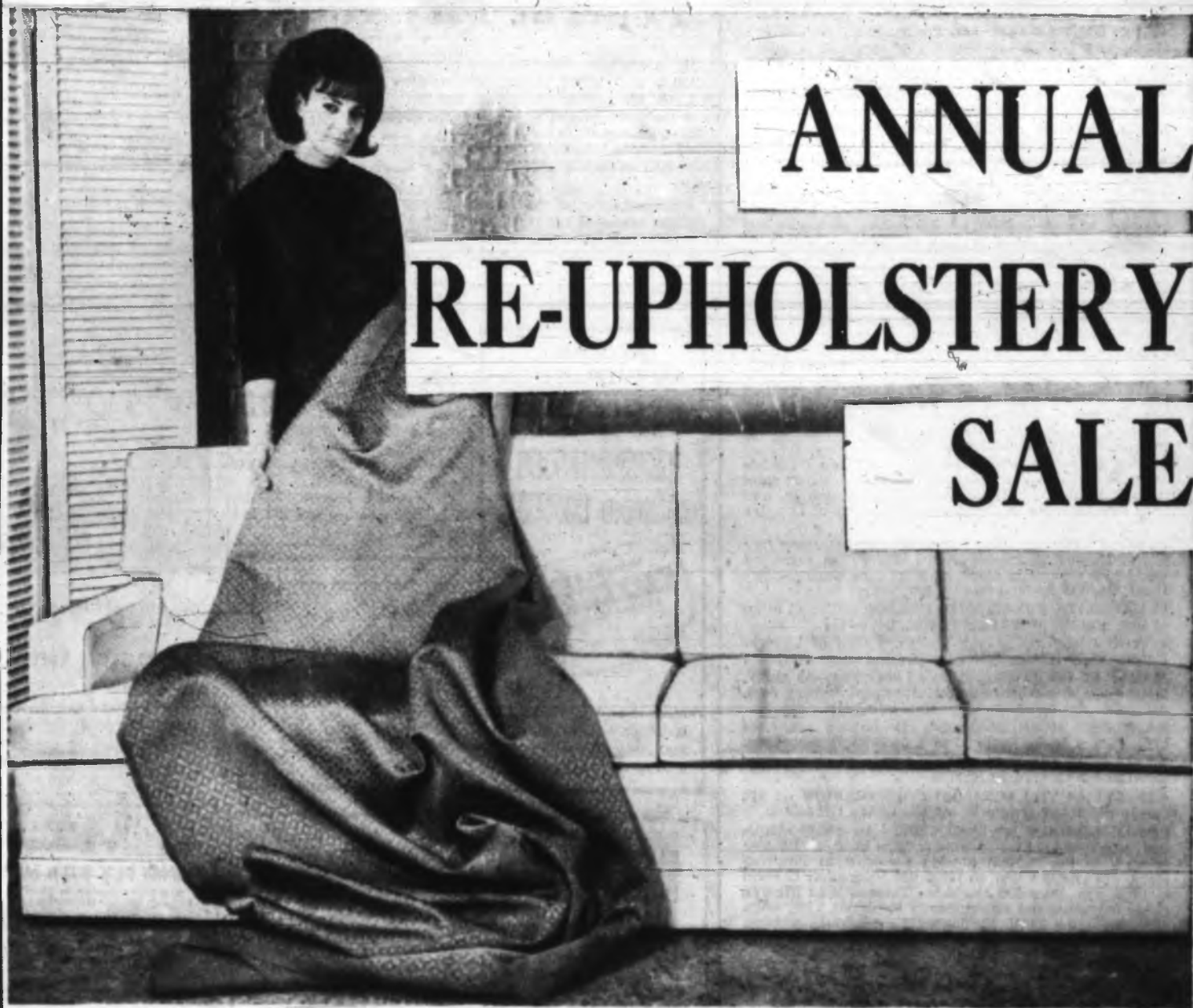
Tim BAY, stationery, main

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Thursdays and Fridays 9 'til 9



## ANNUAL

## RE-UPHOLSTERY

## SALE

## Bring Rooms Into New Focus With the Light and Lively Touch of Fresh Upholstery in Exciting Colors, Sale Priced!

See how that old suite of yours, that you were just a little bit tired of, takes on new life, new beauty, via fresh upholstery! You get first quality materials: matelasse, frieze, textured cotton (nylon-faced for longer wear, greater soil-repellancy) in vibrant, lively shades of gold, cinnamon, celadon, green, olive, blue, rose, beige and tangerine that bring a glowingly beautiful liveliness to living room or den. You get expert workmanship, beautiful finish, perfect pattern match, plus a marvellous feeling of accomplishment that you've been able to renew your old furniture at a price that's saved you dollars.

Average 2-Pec. Suite

SPECIAL PRICE

159<sup>99</sup>

CDP, \$10 monthly

The BAY, draperies, 4th



## Everything You Want in a Stereo Set From Tubeless System to 5-Year Guarantee in Princess by Clairtone

Clairtone creates a tubeless system to banish heat deterioration—Result: An astonishing five-year guarantee. Added to this, Clairtone has perfected a unique new aluminum heart speaker for a breakthrough in sound quality: Here is a speaker that reacts instantly to sound waves; every note is pure and true, great music seems to come into the room with you, singers have greater presence. The remarkable turntable ignores power surges; the floating stylus never scratches; your records will last the best part of a lifetime. All this is packaged in a beautiful hand-rubbed, oiled walnut cabinet—the Princess—and to add to its prestige, the magnificent solid walnut inlays along the front of the set are found only in costly custom furniture.

\$675

CDP, \$23 Monthly

The BAY, major appliances, 3rd









